



September 3, 2010

Douglas Knowlton, Ph.D.
President
Dakota State University
820 N Washington Ave
Madison, SD 57042

Dr. Knowlton,

This letter outlines the services to be provided and terms of business under which Insight Marketing Design, Inc. is to provide marketing services for Dakota State University (DSU), effective August 20, 2010.

The services that Insight Marketing Design, Inc. and staff will provide are summarized as follows:

- Develop a marketing and media strategy to publicize DSU's #1 Ranking in US News and World Report.
- Develop communications plans and budget estimates based on your marketing objectives and strategies.
- Provide all creative services to develop advertisements, commercials, media advertising plans and other projects as required by the plan and as agreed to by the client. Carry through production in all aspects to completion.
- Provide continuous, as-needed, account service and consultation to ensure prompt completion of projects.

Approvals and authority are provided as follows:

The agency will submit the following to the client for approval: copy, layouts, artwork, and media plans. The agency will therefore require the client's authority before ordering production materials, making contracts with suppliers and making reservations or contracts for media space or time.

Budget estimates are provided for all programs and, where necessary, quotations on individual projects are supplied. Significant changes in concept or direction may require a new estimate be submitted before proceeding.

Termination:

Agency service provided on an annual basis with a provision for sixty (60) days notice of termination on either side for all project work and media programs in accordance with accepted practices of the industry.

Advertising media are invoiced on or about the tenth (10th) of each month of the closing date for each publication or at least ten (10) days before the non-cancellable media contracts take effect. The agency will provide verification of all broadcast media after it is aired.

Our terms are net ten (10) days from date of receipt of invoice. If there are any questions concerning our billing procedures we will be pleased to answer them at any time.

Includes: creative services for billboard design, television commercial production and execution of online media strategy for “Best College” campaign.

To proceed, please return a copy of this Letter of Agreement signed by an officer of the company acknowledging the terms of business as detailed.

9/22/10

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